

# Council of Better Business Bureaus

*OUR MISSION is to promote and foster the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education, and service excellence.*

The Council of Better Business Bureaus is:

- The umbrella organization for the Better Business Bureau (BBB) system, which was founded in 1912 and is today supported by 250,000 local business members nationwide
- Dedicated to fostering fair and honest relationships between businesses and consumers, instilling consumer confidence and contributing to an ethical business environment
- Supported by its membership consisting of more than 300 leading-edge national corporations, and by 135 local Better Business Bureaus

The Council of Better Business Bureaus, Inc. (CBBB) and all local Better Business Bureaus are private, non-profit organizations funded by membership dues and other support.

## The Self Regulation System

The National Advertising Review Council (NARC) was formed in 1971 by three leading advertising associations and the Council of Better Business, Inc. (CBBB) to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the ground rules for the National Advertising Division (NAD), The Children's Advertising Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, but also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry while NAD/NARB derives all its funding from membership in the Council of Better Business Bureaus, Inc.

For ten months each year, NAD publishes a compiled report like this one of closed cases released to the public. This effective voluntary self-regulatory process is funded by ethical businesses through the Council of Better Business Bureaus, Inc.



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## ABOUT THE CBBB

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